ORIGINAL ARTICLE

The Influence of Commercialization Design of Religious Products on Customer Values

– An Analysis of the Relationship between the Commercialization Design of Incense Bags in Taiwanese Folk Beliefs and Customer Values –

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Abstract: Incense bags is a religious product with the characteristics of folk belief and culture in Taiwan. Moderate commercialization is of positive significance to the preservation of religious culture and the development of religious culture products. According to the survey of customer attitudes towards incense bags commercialization and the development of customer HVM, this study finds that young people are very supportive of the commercialization of incense bags, and that the sense of design and religious meaning are considered to be the necessary conditions for commercialization design. Among the product appearance design attributes, if the overall sense can convey the visual perception and cognition of exquisiteness, conciseness and link to religious experience, it can create the customer values of Religion, artistry and Personalize. In this way, the commercialization process of incense bags will not be commodity oriented, but can retain their religious significance while having the opportunity to create customer values.

Keywords: *Incense bags commercialization, Customer values, Design attributes*

1. INTRODUCTION

Incense bags were introduced into Taiwan in the middle and late 17th century by Han immigrants from mainland China, who brought the deities of their hometown or incense bags with the expectation to get blessing of safety and spiritual consolation. They also built new temples in Taiwan to worship their native deities [1]. The construction legends of some temples would be combined with the magical stories of incense bags to deepen the holiness of incense bags and their image of blessing safety. Originated from the Chinese Buddhism and Taoism, folk beliefs have been localized into a religious system with Taiwan characteristics after the changes of times and environment, and are closely related to the daily life of most people [2]. Incense bags have become an important carrier for temples to transmit beliefs, and their image of holiness and safety blessing is the common impression and cognition of Taiwanese people over 40 years old. The greatest feature of Taiwan's folk beliefs is that they have retained the psychology and behaviors of deity worship inherited from the primitive society, and believe that it is possible to get the support of supernatural power for life through some specific rituals [1]. In the religious ceremonies of folk beliefs, people often use some specific sacrificial offerings such as joss stick and incantations as the medium of communication with supernatural deities [3].

According to the records in the Zhou Dynasty (1000 BC), burning joss stick has been one of the ceremonies to offer sacrifices to ancestors and pray for safety and success [4]. "Fu" is a unique incantation of Buddhism and Taoism written by monks and Taoists. It is believed that through "Fu" people can get the blessing of the power of ghosts and deities, drive away ghosts, and maintain safe. As a religious medium to communicate with deities, "Fu" is often endowed with sacred symbols. The burnt ashes of joss stick and "Fu" incantation orders in the form of paper became the carrier for the deities to protect personal safety. The red cloth bags containing symbols such as incense ash and incantations and with the name of deities are called incense bags, which can be made in specific ways. In the early stage of Taiwanese folk belief, incense bags were made of red cloth. With the popularization of printing technology and plastic products, it became popular to make incense bags with plastic materials printed with images of deities. The incantations inside are usually written on paper. To protect the "incantations" from dirt and damage, the paper will be folded into hexagonal shape and put into red cloth bags or red plastic bags (Figure 1) for the convenience of people's preservation and carrying [5].

Related researches have shown that nearly 80% of the people in Taiwan currently have religious beliefs, of which about 72% are Buddhist, Taoist and folk believers. These three all are considered to be folk

Figure 1: Folded into hexagonal amulet and charm, Incense bag

beliefs of Taiwan. Christianity 6%, other religions about 2%, non-religious people about 20%, but those who absolutely do not worship or pray only account for about 2%, most people will enter temples of traditional belief [6,7]. Due to the universality of Taiwan's traditional beliefs, Taiwan has an average of 3-4 temples per 10 km² of land [8], facing the social diversification, digital technology, and high-density temple competition. Under the pressure of belief continuation and sustainable management, traditional temples began to engage in commercial behaviors. Taiwanese people often carried incense bags to bless their safety since the seventeenth century. They have the image of security and sacredness to bring psychological harmony to people. Making the incense bags an important religious product that conveys the image of safety in Taiwan's local religions. Meanwhile, with the expectation that the religious cultural creative industries can boost the overall economy, Taiwan government encourages local religious organizations to commercialize the development of religious products, making the mode of converting religious products into commodities through design gradually attract more attention. "Incense bags" has long been the main religious product for which people have been seeking from temples in Taiwan, and also the most common religious product commercialized in the last few years. Commercialization refers to the process in which the manufacturer transforms the concept into a proposal valuable to customers [9], acquires the concept and expands the concept with the help of knowledge, so as to develop and manufacture merchantable products and sell them on market [10]. Commercialization starts from the product concept and is realized through effective product design, manufacturing process and marketing [11]. Commercialization is often used to describe the phenomenon of the change of objects from being non-profit oriented to be profit-making oriented, such as the commercialization of health care system [12], university education and religious products. In order to attract people's attention to religious products and buy them, many temples in Taiwan decorate their religious products with the name and image of the temple, the image of the deities, religious symbols and patterns

symbolizing safety. The carrier of incense ashes and incantations which symbolize safety is generally called the "incense bags". The main material for its outer bag is no longer the traditional red cloth and plastic, but also starts to include metal, wood and jade.

Customer value refers to the difference between the value obtained by the customer from the product and the cost he paid for it. However, the customer often cannot judge the value and cost of the product objectively but makes choices based on the perceived value [13]. Perceived value is the customer's subjective attitude towards what he has paid and obtained. Such a subjective attitude would affect the customer's evaluation of the product [14]. Perceived value is not limited to the functionality, but also the knowledge and sentimental value [15]. In Taiwan, the incense bags is a religious object with the characteristics of folk belief and culture. Moderate commercialization is of positive significance to the preservation and development of traditional religious culture. When incense bags commercialization has been regarded by temples in Taiwan as an important means to sustain the diversity of folk beliefs and preserve the precious religious culture, folk belief organizations should start from the perspective of customers to seek for design elements that meet the customer requirements while retaining religious characteristics as a reference for the commercialization design of incense bags.

According to the survey of Taiwan government, due to competition and as many folk belief organizations have long been holding the mindset of the religious groups, the redesigned "incense bags" still lack religious significance and cultural connotation, have high similarity and cannot effectively attract people's purchase intention and response. As a result, they are rapidly replaced and the religious brand cannot be built despite of the spending of a lot of time and money [16]. When temples actively commercialize the "incense bags", the non-profit relationship between temples and people in the traditional society has changed into partial commercialization relationship. Because people's purchase behaviors are more and more complex, folk belief organizations can not follow the old customs to think that people will actively buy the redesigned incense bags. In order to design attractive incense bags and build a religious brand, it is important to understand the customer perceived values of incense bags commercialization in marketing. Therefore, this study tries to explore the market development of the incense bags commercialization and the key conditions for the formation of customer values, and find out the mode of practicing commercialization design with customer

values while maintaining the religious nature. Relevant research shows that young people are often the early adopters of new products, trendsetters of the market and main drivers of the change of the world [17]. The ability of the product to attract the attention and preference of young people in Taiwan is more important for the development of incense bags commercialization. According to the above illustration, the purposes of this study are: 1) to understand the market development of the incense bags commercialization and the key conditions for the formation of customer values, confirm the target market, 2) to analyze the attributes of commercialization design of incense bags with customer values, and 3) to put forward the commercialization design mode of incense bags with customer values by taking young people as the target objects.

According to the research questions and purposes, the research process is shown in Figure 2.

Figure 2: Research process

2. RESEARCH METHOD

2.1 Research framework and steps

This research is conducted in two stages. The first stage, survey of the customer attitude towards the incense bags commercialization from the perspective of customer's personal cognition and background. After understanding the market development of incense bags commercialization and determining the key conditions for the formation of customer values, to confirm the target market. The second stage, finding the correlation between the commercialization design's attributes of incense bags, feelings and customer values according to the key conditions of target market. The hierarchical graph of the customer values of incense bags commercialization design was developed for the final results. The research framework and steps are shown in the Figure 3, and explained in the following chapters.

2.2 Survey of the customer attitude towards the incense bag commercialization – Questionnaire

The questionnaire survey method is used in the survey of the customer attitude towards the incense bags commercialization, as the confirmation of the product market positioning and target customer group. Market positioning is a marketing technology that shapes the image of products in the minds of target customers. The successful positioning strategy gives the product the advantage of continuous development. Therefore, through the survey of the customer attitude towards the incense bags commercialization, clarify the consumer intentions of the target customer group of research, establish an effective target mass, and market positioning is correct. According to the research results inferring the design attributes with customer value based on the key conditions for the formation of customer value, it can be considered as applicable to the target market.

Figure 3: Research framework and steps

The first draft of the questionnaire content was compiled with reference to relevant literature, and then six graduate students majoring in design were invited to revise and determine the items of the questionnaire by means of focus groups. Focus groups method is to let a group of people discuss and agree on specific issues, so that researchers can quickly obtain comments related to the questions. It is an effective way to obtain relevant information, especially for exploratory research on the subjects of “attitudes” and “cognition” [18]. The final formal questionnaire consists of two parts: the basic data (including gender, age and educational level) and the items (including the participation in traditional folk beliefs and the attitude and cognition toward the incense bags commercialization). This study adopted the purposive sampling method as the sampling criteria to conduct a sampling survey on young people who are 18-24 years old. The administration period was from October 2018 to January 2019, during which 150 questionnaires are issued while a total of 144 questionnaires are collected, including 138 valid questionnaires.

2.3 Survey of the customer values of the commercialization design attributes of incense bags – Semi-structured interview

According to the research purpose and results of first stage, the semi-structured interview method was used to investigate the customer values of the commercialization design attributes of incense bags for the target customer group. Meanwhile, the research used the incense bags classified by the KJ method as the interview sample, and referred to the “means-end chains” structure for the interview outline design.

2.3.1 Interview sample classification – KJ method

Taking the incense bags issued by temples registered at the Ministry of Internal Affairs as the research objects, the researchers collected 42 incense bags samples issued by temples in Taiwan. These samples were grouped with the KJ method, which is an integrated skill to summarize data and information of different natures, and completely grasp the connotation of the facts seemingly impossible to be summarized [19]. Therefore, six design professionals are invited to classify and name the samples by using the KJ method. After KJ classification and naming, the collected

incense bags samples were finally divided into 6 groups, which are respectively named as the pattern group, deity’s image group, deity’s robe group, creativity group, early tradition group, modern tradition group. The examples of each group of samples are shown in Table 1.

The early tradition group and the modern tradition group are the traditional incense bags in Taiwan. The commercialization design of incense bags in many temples in Taiwan will take the traditional forms as the base model and then make design extension, such as the pattern group and deity’s image group, while the deity’s robe group is designed directly through association from the deities’ clothing, which breaks through the traditional design mode. However, the styles of these groups of incense bags can be found similar in many temples and thus are not representative. On the contrary, the creative group has a high degree of distinction because of the incorporation of more design elements. The six groups include the styles of the incense bags issued by most temples in Taiwan at present, so they are used as research samples for the survey and interview.

2.3.2 The interview outline design – “means-end chains” method

In the research, the survey of the correlation between the commercialization design attributes of incense bags and the customer values was conducted by using the “means-end chains” method. The “means-end chains” method emphasizes that every product has multiple attributes, which will trigger customers’ using consequences, feelings, and the sense of values brought by such feelings [20,21]. Its main structure is the attribute-feeling (consequences)-value chain. Through table sorting and transformation, the product perception map (hierarchical value map, HVM) was developed, which links the product attributes, feeling consequences and internal values emphasized by customers to serve as a reference for the formulation of product strategies. However, customers do not construct the correlation between product attributes, using consequences and values directly in their minds. By bringing customers into the A-C-V structure with the one-to-one interview skill of the laddering method, we can effectively establish the structure of “means-end chains” [22]. Therefore, the A-C-V structure of “means-end chains” method was used to design

Table 1: Some Examples of the Incense Bag Samples of Each Group

Group	Pattern	deity’s image	deity’s robe	Creativity	Early tradition	Modern tradition
Sample examples (partial)	A1 A2	B1 B2	C1 C2	D1 D2	E1 E2	F1 F2

Note: A1-Lungshan Temple, Taipei; A3- Alishan Shouzheng Temple, Chiayi; B1-Luermen Tienhogong ; Tainan; B2-Nan KunShen Dai Tian Temple, Tainan; C1, D2, F1- Chaotien Temple, Peikang; C2, D3, F2-Hsin Kang Feng Tian Temple, Chiayi; D1- Yuan-dao Guanyin Temple, Taipei; E1- Kainan Jade Temple, Tainan; E2- Citian Temple, Hsinchu.

the interview outline to understand how customers use product attributes to meet their own value. The interview process is to make customers view the six groups of incense bags samples that were classified and named, and ask questions to the respondents. The main open-ended questions are: 1) What are the appearance design factors of the six groups of incense bags samples with the image of safety and religious holiness? 2) Why do you consider these appearance design factors? What are the consequences (feelings) or values brought by these factors? 3) Please select five incense bags samples that are the most potential commodities. 4) What are the attractive appearance design factors of the selected samples? 5) Why are these appearance design factors attractive to you? What are the consequences (feelings) or values brought by these factors? This study adopted the purposive sampling method as the sampling criteria to interview young people who are 18-24 years old. The administration period lasted from March 2019 to June 2019. Upon the respondents' prior consent, the interview was recorded and the audio data were then compiled into text. There were 14 respondents, including 4 from the north, 4 from the middle area, 4 from the south and 2 from the east of Taiwan.

2.4 Data analysis method

The research was divided into two stages to investigate, because the nature of the questionnaire is different, the method of data analysis is different. For analysis of the questionnaire data, IBM SPSS Statistics 21 was used for descriptive statistical analysis and the chi square test of the correlation between consumption attitude, background and cognition. The “attributes-consequences (feelings) -customer value” of “means-end chains” method is used in the analysis and coding of interview texts of the commercialization appearance design attributes of incense

bags, and with the incense bags samples as the analysis units. The criterion for reliability of content analysis is above 0.85 as suggested by Kassarian [23].

Two design experts were invited to conduct content analysis and element coding respectively according to the framework of “means-end chains” method, and make the analyst's triangle correction. The mutual agreement of coding was $0.82(50 * 2 / (58 + 64))$, the average mutual agreement was 0.82, and the composite reliability was $0.90(2 * 0.82 / (1 + <1 * 0.82>))$. The composite reliability of the research data was higher than 0.85, which has reached the reliability criteria. Therefore, the table of “design attributes - consequences (feelings) - value” of incense bags commercialization was established according to the coding results.

3. RESULTS

3.1 Survey result of customer attitude towards incense bag commercialization

3.1.1 Analysis of consumer attitude

A total of 138 valid questionnaires were collected in the survey of customer attitude towards incense bags, including 42 males and 96 females. All respondents held supportive attitude towards the incense bag commercialization, and 86% of them expressed their purchase intention. A high proportion of young people supported the feasibility and development of the incense bag commercialization. The commercialization design should meet the customer needs and be attractive, while understanding the customers' attitudes is the basis for successful design. In the research, a cross reference of the growth environment, personal cognition and purchase intention was conducted to clarify the key conditions that affect customers' consumption attitude, as shown in Table 2.

Table 2: Analysis of the correlation between consumer attitude toward incense bag commercialization with customer background and customer cognition

Customer background and customer cognition		Purchase intention			Pearson chi-square test		
		Yes: 119 people	No: 19 people	Total: 138 people	Value	df	Asymptotical Significance (twin tail)
religious belief	local religion	110	17	127	144.549 ^a	10	.000
	others	9	2	11			
family members' or personal worship experience	yes	119	19	138	143.000 ^a	4	.000
	no	0	0	0			
experience of obtaining religious products	yes	118	15	133	162.863 ^a	4	.000
	no	1	4	5			
willingness to visit temples	willing	119	19	138	143.000 ^a	4	.000
	unwilling	0	0	0			
with religious holiness	agree	89	13	102	143.357 ^a	4	.000
	disagree	30	6	36			
with symbol of safety	agree	117	19	136	143.336 ^a	4	.000
	disagree	2	0	2			
with greater sense of design and creativity	agree	119	19	138	143.000 ^a	4	.000
	disagree	0	0	0			

Note: Local religion: including Buddhism, Taoism and folk belief

The majority of the respondents are folk believers, 79% of whom expressed purchase intention, while a high proportion of other religious believers expressed willingness to buy commercialized incense bags. All of the respondents have worship experience on their own or with their families, and they are also willing to visit temples. 96% of the respondents have experience in obtaining blessing objects from temples. In the customer background items, more than 80% of respondents are willing to buy the commercialized incense bag, which is obviously different from the respondents who gave negative answers. This highlights the poly theism and life orientation of the folk beliefs in Taiwan [24]. Folk belief is not a specific religious category, but more like a part of the people's life. These conditions promote young people's recognition and purchase of the commercialized incense bags.

Customers' recognition of the incense bag commercialization is based on the popularity of folk beliefs, and understanding customers' cognition is the key to creating values in the process of commercialization design. Table 2 shows that there are obvious differences between the respondents who give "agree" answers to the items of the customer recognition of incense bag commercialization and those who give "disagree" answers. Respondents who "agree" have higher purchase intention than those who "disagree". The two items, "with sense of design and creativity" and "with symbol of safety", are considered as being absolutely necessary in the commercialization process.

More than 70% of the respondents think it is necessary to have "religious holiness", which makes the commercialization process of incense bag not be commodity oriented but can maintain the religious significance while having the opportunity to create customer value.

3.1.2 Confirmation of target market and the key conditions

It can be seen from the Table 2 that young people acknowledge and are willing to buy commercialized incense bags, which reveals the fact that the customer market of incense bag commercialization has great development potential. Personal background and cognition will also affect the consumption intention. In particular, young people generally attach importance to expression of individuation, and have absolute requirements for the design and creativity of incense bag commercialization. Moreover, safety, holiness and religious images are still considered necessary by most people. Only after meeting these requirements can it be possible to create satisfactory customer value.

Therefore, Incense bags commercialization is supported by the young people, the young ethnic group is established as the target customer group of this research, the key conditions for forming its customer value are sacredness, safety, and design and creativity.

3.2 Results of the Survey of design attributes of incense bag commercialization and customer value for the target market

According to the coding analysis of the interview text of the young customer group in the determined target market, a table of "design attributes - consequences (feelings) - value" of incense bags commercialization (Table 3) was established. Table 3 shows that the most important design attribute for creating safe and holy value is "Religious texts and symbols", and the main feeling of connecting is "Traditional and familiar". "Beauty" and "Valuableness" is the most valued customer value for the commercial

Table 3: Ladder table of the "Design Attributes - Feeling (Consequences) - Value" of incense bag commercialization

Appearance Design Attributes	SS(N)	A(N)	Feeling (consequences)	SSC(N)	AC(N)	Customer Value	SSV(N)	AV(N)
A01 Overall sense	---	46	C01 Link of religious elements	37	25	V01 holiness	127,28-	6
A02 Style	---	12	C02 Holy	20	---	V02 Safety	135,18-	21
A03 Shape	39	27	C03 Traditional and familiar	83	8	V03 Artistry	---	21
A04 Texture	5	13	C04 Ordinary, unfamiliar	16	---	V04 Beauty	---	65
A05 Auspicious patterns	10	17	C05 Serious	2	5	V05 Valuableness	---	40
A06 Religious texts and symbols	86	19	C06 untraditional	---	12	V06 Uniqueness	---	27
A07 Color matching	---	11	C07 Festive and benedictory	2	16	V07 Joy	---	18, 5-
A08 Use of gold color	28	19	C08 Cartoony	10	---	V08 Amiability	---	8
A09 Use of red color	12	11	C09 Good texture	---	13			
A10 Selection of multiple color system	---	7	C10 Exquisite	---	22			
			C11 Concise	---	42			
			C12 Harmonious	---	11			
			C13 Stable	10	10			
			C14 Bright	3	10			
			C15 Lovely	6	8			

Note: Number with the symbol of "-" means that it will reduce the item of customer value; SS (N): the number of appearance design attributes with holiness, safety; A (N): The number of attractive appearance design attributes; SSC (N): The number of feelings (results) in the appearance design attributes of holiness, safety; AC (N): The number of feelings (results) of attractive appearance design attributes; SSV (N): The number of holy and safe customer value; AV (N): The number of attractive customer value.

design of incense bags, and “Overall sense” is the most valued design attribute, bringing the “Concise” feeling, which can best form customer value. The design attributes of “Shape” and “Use of gold color” are also highly valued, and the design attributes bring the feeling of “Link of religious elements” and also create multiple values. The connection of design attributes, feelings and values is complex, in order to gain a deeper understanding of how design attributes create customer value through feeling, according table 3, we draw the Hierarchical graph of A-C-V for the safe, holy, and attractive appearance design attributes and customer values of incense bag commercialization. As shown in Figure 4 and Figure 5.

Figure 4: Hierarchical graph of the safe and holy appearance design attributes of incense bag commercialization and customer values

Figure 5: Hierarchical graph of the attractive appearance design attributes of incense bag commercialization and customer values

Figure 4 and Figure 5 show that the design attributes such as colors, Religious texts and symbols, auspicious patterns, shapes, and materials link to personal religious cultural experience, which will create the value of safety and sacredness. At the same time, customer values such as beauty, uniqueness and affinity are created. Design attributes of the overall sense (the most attractive design attribute) and style that will bring a visual experience and create customer value such as artistry, joy, valuableness. The design attributes of religious texts and symbols are widely used to create safe and sacred customer value, because they will convey a familiar and traditional feeling in culture, or form a connection with religious elements. All customers think that as the symbol of religious safety and holiness, “Fu” incantation orders no matter exposed or covered inside, those are still essential conditions for the commercialized incense bags. Otherwise, they are not incense bags. This shows that the design of incense bags must consider the necessary elements of religion, and relevant visual design should be carried out on this basis in order to achieve a balance between the secularization and sacredness of religion.

4. DISCUSSION

The names of deities and temples familiar to customers are design attributes with the greatest value of safety and holiness. Traditional styles that are too ordinary or unfamiliar to customers cannot effectively transfer the design value of safety and holiness, except for the link of style and religious elements. The use of gold color in exterior design will bring a sense of holiness and make customers feel the safety and holiness value of the product. If the feature of deity pattern is obvious and lovely, it still has the value of safety but cannot transmit the value of holiness. If it is too serious or cartoony, it cannot transmit the value of safety and holiness. Therefore, the design attributes related to “link of religious elements”, “familiar” feelings (consequences) can best transmit the values of safety and holiness. On the contrary, design attributes that are perceived as “ordinary”, “over designed”, “unfamiliar” cannot form the value of safety and holiness easily.

If the religious images and texts design of the appearance of incense bags can arouse traditional and familiar feelings, they can create a high value of safety and holiness. This shows that it is still necessary to adhere to the nature of religion in the process of the commercialization design of incense bags in order to highlight the characteristics of religious and cultural products. Nearly 90% of customers have purchase intention, which not only reflects the fact

that Taiwan's folk beliefs go deeply into people's life, but also shows the feasibility of incense bags commercialization and the huge potential customer market. Based on the premise that commercialization requires payment, customers have more expectations for commercialized incense bags: In addition to the traditional symbolic functions of safety, holiness and spiritual comfort, the sense of design and creativity of the appearance are considered as necessary conditions by all customers, which are also the opportunities for the successful development of the incense bags commercialization. The overall sense, shape and religious images and texts are the appearance design attributes most important to customers. If the customers feel that the appearance design attributes are concise, exquisite and textured, they will create artistry, valuableness, beauty, uniqueness values. Gold color can create bright and concise visual perceptions, bring stable feeling, and create multiple values such as safety, holiness, artistry, valuableness, beauty and uniqueness. It is the color that should be given priority when choosing color and color matching. The shape and religious images and texts that can arouse the association of traditional religious culture design attributes valued by customers, which can create religious value and pleasure, beauty, uniqueness values at the same time, and thus are the appearance design attributes to be considered in the commercialization design of incense bags in order to enhance the value. The non-traditional and innovative design style and the use of multiple materials are not only easy to be accepted but also attractive.

If the valued appearance design attribute brings positive sense and personal experience, it will create important customer values such as beauty, valuableness, uniqueness, safety, artistry and pleasure. On the contrary, if it arouses negative feelings, it will reduce the satisfaction on customer value. The design of incense bags with non-traditional styles could successfully win the favor of the public right because of the creative design based on traditional religious elements. This shows that young people in modern times are walking in front of the digital era but with traditional minds, and they are also the most suitable targets for the promotion of commercialization. The study found that among the commercialization design attributes that can create customer value, the link to the familiar and traditional religious elements can effectively convey the image of safety and holiness; the use of texture, shape, image, color attributes liked with religious elements in appearance design can not only create the customer value of safety and holiness, but also create the customer value of amiability, pleasure, beauty and uniqueness; the most important point is to create the concise, exquisite and textured sense as a

whole, which not only creates high customer values, but also reflects the value of uniqueness and artistry; the use of gold color in the design of incense bags would make a high proportion of customers feel sacred, stable, concise and bright emotions and create high customer values, which also reflects the fact that the young generation in Taiwan is still deeply influenced by the traditional concept that color symbolizes brilliance, nobility and solemnity [25]. Beauty and valuableness are the most important value elements considered by customers, which can be conveyed by most attractive appearance design attributes. The uniqueness of design attributes, such as overall sense, shape and style, has been put forward by most customers, which clearly show that creative design will improve young people's purchase intention. For the deity's images that are too serious and frightening, moderate design is needed so as to create commercialized customer value. In addition, the customer values of safety and artistry are also emphasized to a certain extent. This fact gives an opportunity to improve the quality of traditional religious relics during the development of incense bags commercialization, and also shows that the preservation and development of religious culture has a good start.

5. CONCLUSION AND SUGGESTIONS

For most young people in Taiwan, folk belief is not a specific religion but a part of life. The incense bags commercialization is generally recognized by young people. Up to 86% of the customers are willing to buy commercialized incense bags. However, to create a high purchase intention, they must retain the meaning of safety and holiness, and add more design and creativity. This is an important basis for the incense bags commercialization to create customer values. However, traditional incense bags, which are monotonous in styles, are considered by customers as being unable to represent the characteristics of the respective temples and effectively convey the meaning of safety and holiness, and thus cannot attract customers' purchase. On the contrary, customers prefer those incense bags that combine religious elements and creative design and are willing to buy them. As the social and cultural background of Taiwan is favorable for the incense bags commercialization, the commercialized incense bags with creative design can meet the personal value of customers and achieve the balanced development of religious development and commercialization. Therefore, the researcher put forward the following conclusions on the creation of customer values through the commercialization design of incense bags:

- 1) Religious incantations or incense ash are the key to forming the values of safety and holiness of incense bags, and are indispensable elements of commercialization design.
- 2) If the appearance design attributes, such as texture, shape, image and text, can be linked with familiar religious elements, the values of safety and holiness can be achieved. However, the lack of design, the excessive design, or unfamiliar images and texts will reduce the values of safety and holiness as well as the purchase intention.
- 3) The most valuable design attributes for customers are the shapes linked with traditional and familiar religious elements, the concise, exquisite, textured overall design and harmonious color matching, as well as multi-color selection of styles.
- 4) Beauty and valuableness are the most valued customer values, which can be conveyed by most attractive appearance design attributes.
- 5) The customer values of safety, artistry and uniqueness are also valued to some extent, which reveals the significance of the balanced development between the religious significance and commercial behavior of incense bags commercialization, while the quality should also be improved.

According to the research findings, this study summarizes the customer value model of the commercialization design of incense bags, as shown in Figure 6. This can provide reference for religious institutions to learn about the value trend of young customers and make commercialization design of incense bags according to their own resources and characteristics, so as to explore more potential customers,

promote the positive development of incense bags commercialization in Taiwan, and solve the dilemma of sustainable development.

The research object is young customers. In order to put forward effective market segmentation of commodities, it is suggested to investigate the cognition of customers of different ages and put forward different design features in the future. At the same time, it is also suggested to investigate the design preferences of customers for commercialized cultural relic projects other than incense bags, which can be used as a reference for temples and designers to promote the healthy development of traditional religious culture.

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Figure 6: Customer Value Model of the Commercialization Design of Incense Bags

Note: Items marked with * refer to appearance design elements selected most times ; ** refer to the design elements with safety and holiness that are selected the most times ; (-) means that such feeling will reduce the customer value; (-)(+) means that such value may enhance and reduce the feelings at the same time ; → and → refers to the major customer valued in the feeling consequences

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